

## ABSTRACT OF THE DISCLOSURE

Location information transmission apparatus for exchanging information about the on-road location on a digital map, characterized in that apparatus at an information provider comprises a location information converter for converting transmit on-road location information to road shape data including the on-road location consisting of a string of coordinates representing the road shape of a road section having a length that depends on the situation and relative data indicating the on-road location in the road section, and that apparatus at a party receiving the on-road location information comprises a shape matching section for performing shape matching by using the road shape data, identifying the road section on a digital map and identifying the on-road location in the road section by using the relative data. This makes it possible to correctly exchange information about the location on a digital map without defining node numbers or link numbers on a road network.